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FOR IMMEDIATE RELEASE

Monroe Bank Recognized as Top Indiana Bank Marketing Winner

Bloomington, Ind. and Noblesville, Ind., – MAXI Awards are presented annually to Indiana Banker Association member institutions to recognize bank marketing excellence in Indiana. Not only did Monroe Bank win a MAXI Award in the special event category at the Mega Conference of the IBA on May 26 in downtown Indianapolis, but the Bank walked off with the highest honor of the Best of Show award in addition. This award is given to the top entry selected from those judged to have the biggest branding impact. The MAXI for Best of Show went to Monroe Bank for its “Howl-O-Ween” campaign. This special event was held to increase the awareness of Monroe Bank in the Hamilton County market and to partner with the Humane Society of Hamilton County (HSHC) to create a lasting impression. The event was marketed through print advertisement, e-blasts, web ads and neighborhood blitzes. More than 250 neighbors joined in the pet costume contest, pet photos and micro chipping of family pets.

Monroe Bank’s marketing staff write and design their own marketing and advertising materials. Marketing staff producing the winning marketing campaign and collateral included Ashley Fisher (Vice President, Marketing Director), Erin Gerth (Assistant Vice President, Marketing Officer) and Diane Probst (Marketing Coordinator).

This was a record year for the MAXI Awards as the number of banks entering doubled, and the number of entries increased by 30 percent. Entries were divided into three bank asset classes and banks competed in 11 categories. A diverse panel of judges evaluated the entries based on the following criteria: quality of communication, implementation strategy, overall tone, message and positioning, campaign quality, and statement of objectives.

HSHC-Monroe Bank PAWS Program

February 24, 2009 saw homeless senior canines and felines of Hamilton County find a new and loyal friend in Monroe Bank. The Bank signed on as the Humane Society for Hamilton County’s (HSHC) PAWS (Partnering Animals with Seniors) sponsor, subsidizing the animal shelter’s PAWS program which is designed to offer a significantly discounted adoption fee for senior pets (age five and older) to citizens age 55 and older. “Monroe Bank’s generous support provides our senior pets, which are harder to adopt and don’t fare as well in a shelter environment, a better chance to have a second chance at a loving home,” said HSHC Executive Director, Rebecca Stevens. “With so many folks

wanting to adopt puppies and kittens, older pets are often overlooked. Today's economic climate is making this more challenging and distressing as our shelter, and others nationwide, are seeing an increase in owner-surrenders of older dogs and cats because people can no longer afford the cost of their food and medical care." What this sponsorship does is provide an added incentive for people in the community, especially seniors, to seriously consider adopting an older pet with plenty of unconditional love yet to give.

Bloomington PAWS Program

The success of the Humane Society of Hamilton County senior pet adoption program Monroe Bank supports in Hamilton County prompted Monroe Bank to start a similar program in Bloomington. A new partnership between the City of Bloomington Animal Shelter and the Bank was recently announced and its aim is to match senior pets with senior citizens within the community. This new partnership is called "Partnering Animals With Seniors" or "PAWS" and promotes half price adoptions for those people 55 years old or better who adopt an animal who is five years old or better. Monroe Bank will be promoting the Shelter's senior pets to their Bank customers, especially those that participate in their Prime Time program. Special flyers featuring senior pets will be posted in all Bloomington Monroe Bank banking centers and the shelter will bring senior pets to special events sponsored by Monroe Bank for their Prime Time members.

About the Humane Society for Hamilton County

The Humane Society for Hamilton County (HSHC) is a non-profit 501 (c)(3) charitable organization. It is not a United Way Agency, and is not affiliated with any other animal welfare group in the United States. The HSHC also serves as the animal control facility for Hamilton County, and, as such, receives partial funding from Hamilton County. The majority of the HSHC budget is funded by private donors. The HSHC will not euthanize animals for space and time, and will treat sick and injured animals if there's an outlook for recovery and a high quality of life. Many animals are hit-by-car injured, heartworm-positive, malnourished, or otherwise wounded and/or sick. The HSHC will provide most of these animals with life-saving treatments, surgeries and medications as their best chance for a second chance and until they are re-homed. For more information, visit www.hamiltonhumane.com.

About the City of Bloomington Animal Shelter

Adoptable animals can be visited at the City of Bloomington Animal Shelter, 3410 S. Walnut Street, on Mondays, Wednesdays, Thursdays and Saturdays from noon to 5 p.m.; Tuesdays and Fridays from noon to 7 p.m.; and Sundays from 1-4 p.m. and online at the shelter web site, www.bloomington.in.gov/animalshelter.

About the Indiana Bankers Association

The Indiana Bankers Association (IBA) has been providing legislative services, communication tools, professional development opportunities, and products and services for the banking industry since 1897. The role of the IBA is to anticipate changes in the economic and banking environment in order to give its membership the opportunity to compete effectively. Visit www.indianabankers.org for more information.

About Monroe Bank

Monroe Bancorp, headquartered in Bloomington, Indiana, is an Indiana bank holding company with Monroe Bank as its wholly owned subsidiary. Monroe Bank was established in Bloomington in 1892 and offers a full range of financial, trust and investment services through its 17 offices in Central (Noblesville, Avon, Brownsburg and Plainfield) and South Central Indiana (Bloomington, Ellettsville, Bedford, Brownstown). The Company's common stock is traded on the NASDAQ Global Stock Market under the symbol MROE. Visit www.monroebank.com for more information.